



**Developed by the Public Health Foundation,  
under contract with the Office of Disease Prevention and Health Promotion,  
Office of Public Health and Science, U.S. Department of Health and Human Services**

**August 1999**

View and search the Toolkit on the web at <http://www.health.gov/healthypeople/state/toolkit>.  
To order additional printed copies of the Toolkit for \$39 (item RM-005), contact the Public Health Foundation  
toll-free at (877) 252-1200 or visit the online bookstore at <http://bookstore.phf.org>.  
Duplication and adaptation, with credit, are encouraged.

Please address all comments, questions, and corrections to:  
Public Health Foundation • 1220 L Street, NW, Suite 350 • Washington, DC 20005  
Phone: (202) 898-5600 • Fax: (202) 898-5609 • Email: [hp2010@phf.org](mailto:hp2010@phf.org) • <http://www.phf.org>

# *Acknowledgments*

This publication was developed by the Public Health Foundation (PHF), under contract with the Office of Disease Prevention and Health Promotion (ODPHP), Office of Public Health and Science, U.S. Department of Health and Human Services.

Primary PHF authors were Stacy Baker, M.S.Ed.; Dianna Conrad, M.H.P.E; Michon Béchamps, M.H.S.; and Michael Barry. Deborah Maiese, M.P.A., in ODPHP, served as the Project Officer.

The Public Health Foundation thanks the ODPHP staff for their guidance and review, as well as their contribution of examples from the national process. PHF also thanks the many Healthy People State Action Contacts, Regional Health Administrators, Association of State and Territorial Health Officials staff, and tribal contacts who provided assistance, reviewed drafts, and contributed tools and examples from the field.

All feedback and examples inspired the final document. We regret that space constraints did not permit us to include all examples and suggestions.



# *Table of Contents*

Explanation and Overview of the Toolkit .....	i
---	---

## **Action Areas**

Building the Foundation: Leadership and Structure .....	1
Identifying and Securing Resources.....	23
Identifying and Engaging Community Partners .....	37
Setting Health Priorities and Establishing Objectives .....	51
Obtaining Baseline Measures, Setting Targets, and Measuring Progress .....	79
Managing and Sustaining the Process.....	107
Communicating Health Goals and Objectives .....	133

## **Appendices**

- A. Resources
- B. Healthy People State, Territorial, and Tribal Action  
Contacts
- C. State and National Healthy People Web Sites